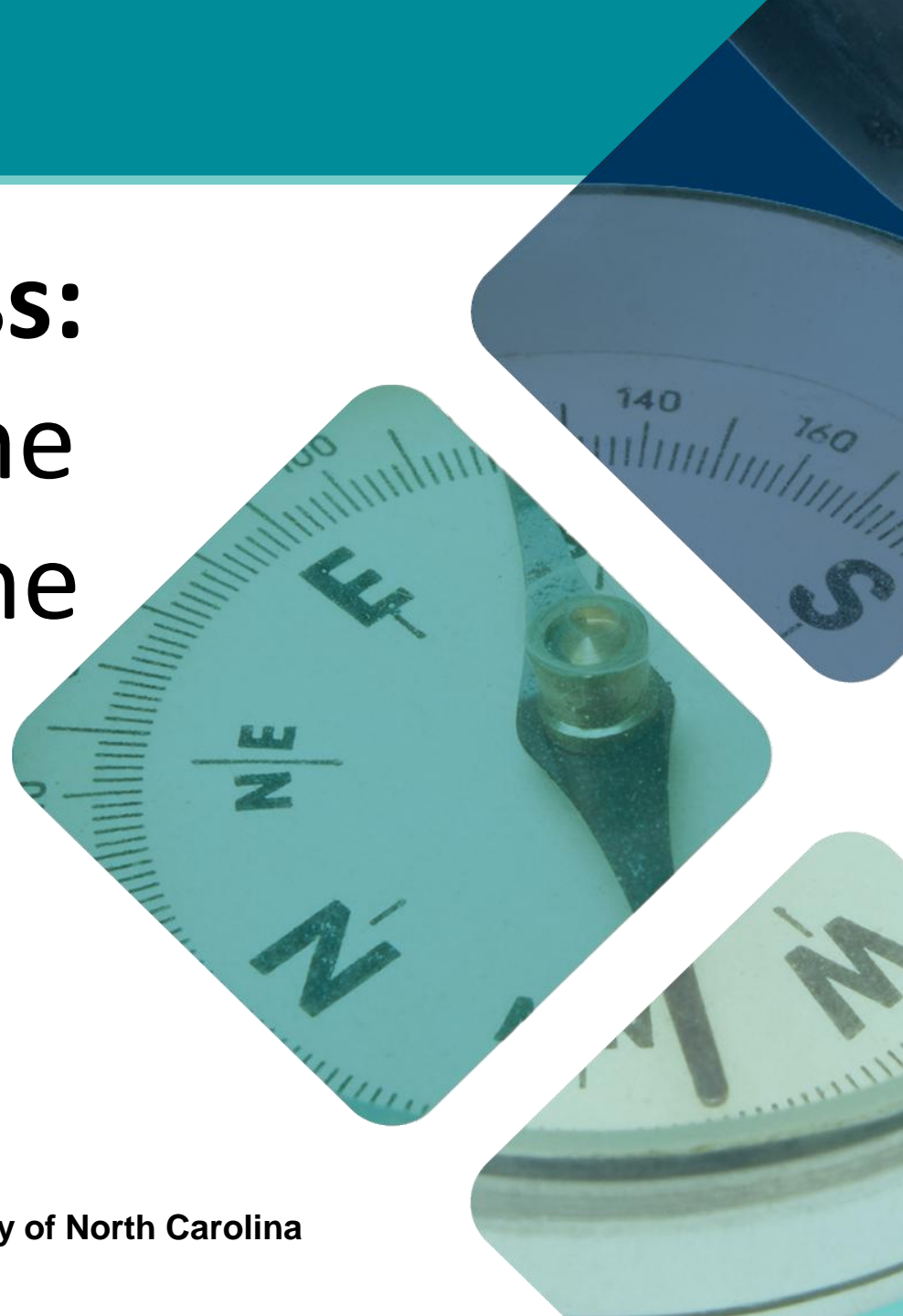


# Project Compass: Libraries lead the workforce for the 21<sup>st</sup> Century



# Introductions

**Nancy Robertson,  
State Librarian**

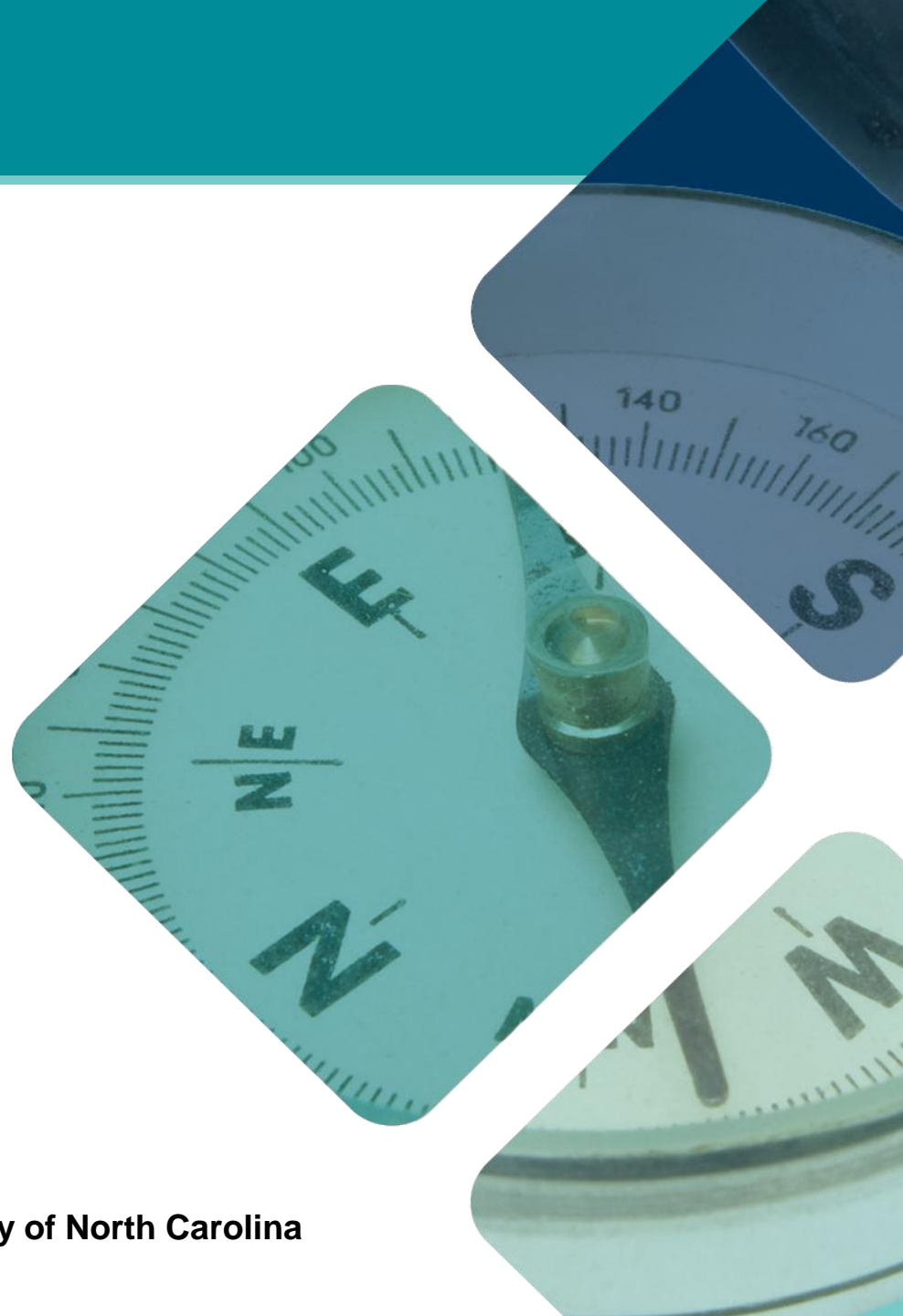
**Sheryl Mase,  
Statewide Services Director**

**Karren Reish,  
Library Grants Coordinator**

**Shannon White,  
Library Consultant**



State Library of North Carolina



Project Compass is funded by a grant from  
The Institute of Museum and Library Services (IMLS).



IMLS is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas.

# Project Compass Year One

Libraries provide direction in tough times

- **Survey** of patron needs and library responses
- **Summits** with state agency staff (4 f2f, 1 online)
- Launch “Workforce Resources” **community of practice** on WebJunction



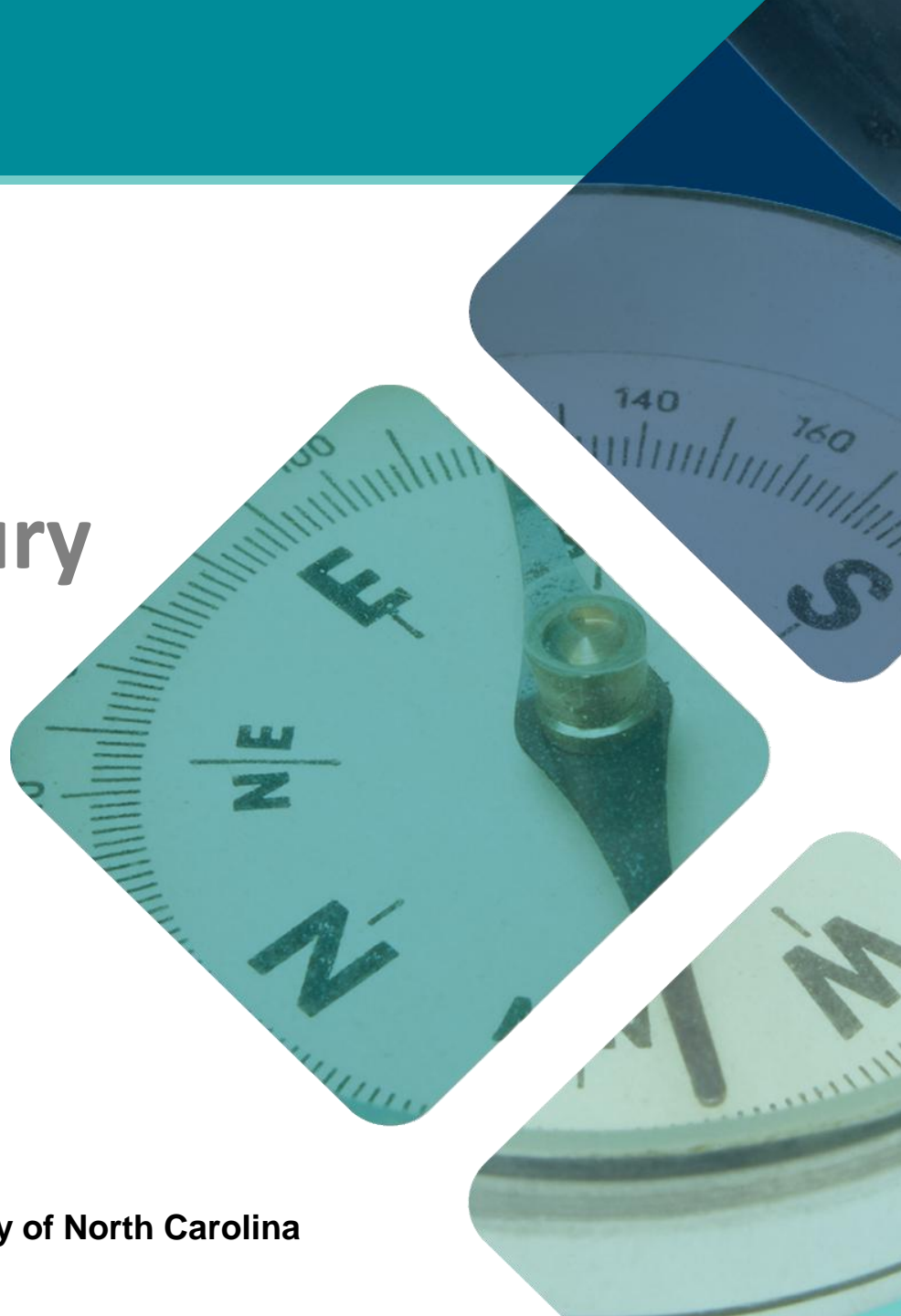
# Project Compass Year Two

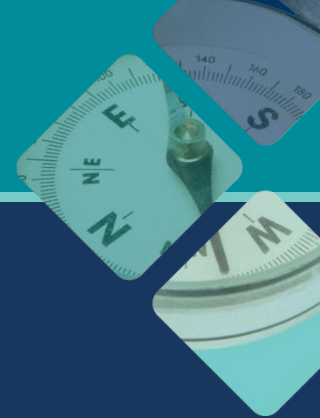
Libraries lead the workforce for the 21<sup>st</sup> Century

- Face-to-face workshops in areas with highest unemployment/highest need
- Other state and regional library conferences
- Online programming and curriculum
- Ongoing resource sharing on WebJunction



# The Library, the Workforce and the 21<sup>st</sup> Century





**What are “21<sup>st</sup> century skills”?**



# 21<sup>st</sup> century skills for the workforce



Critical Thinking &  
Problem Solving

Social & Cross-cultural Skills

Communication &  
Collaboration

Creative Thinking &  
Innovation

Technology Literacy,  
Media Literacy

Productivity & Accountability

Teamwork

Flexibility & Adaptability

Global Awareness

What's so new?



# Shifting nature of the workforce



	20TH CENTURY	21ST CENTURY
Number Jobs / Lifetime	1-2 jobs	10-15 jobs (US Department of Labor 2004)
Job Requirement	Mastery of one field	Simultaneous mastery of many rapidly changing fields
Job competition	Local	Global
Work Model	Routine; hands-on; fact based	Non-routine; technical; creative; interactive
Education Model	Institution centered; formal degree attainment is primary goal	Learner centered; self-directed, lifelong learning is primary goal
Organizational Culture	Top down	Multi-directional (bottom-up, top down, side to side, etc.)

# Lifelong learning



“Lifelong learning is not an option anymore;  
it’s a necessity!

SMART is the new RICH.”

(Bernie Trilling, 21st Century Skills)

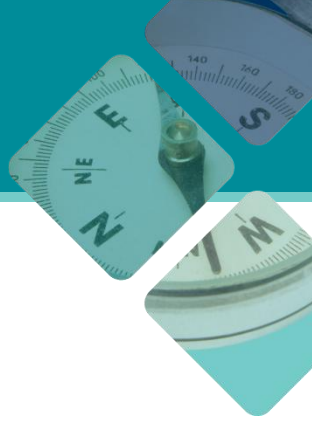
# Lifelong learning



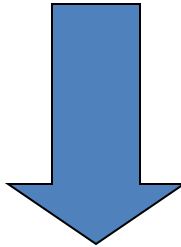
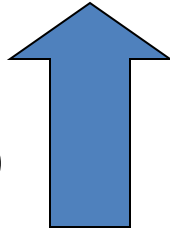
It's not about what to learn.

It's about HOW to learn.

# Community Needs Analysis



Demands are up



Resources are down

How does the library decide?

# Community Needs Analysis



<u>Service</u>	<u>Priority</u>	<u>Performance</u>
PS Storytime	5	4
Adult Book Clubs	2	3

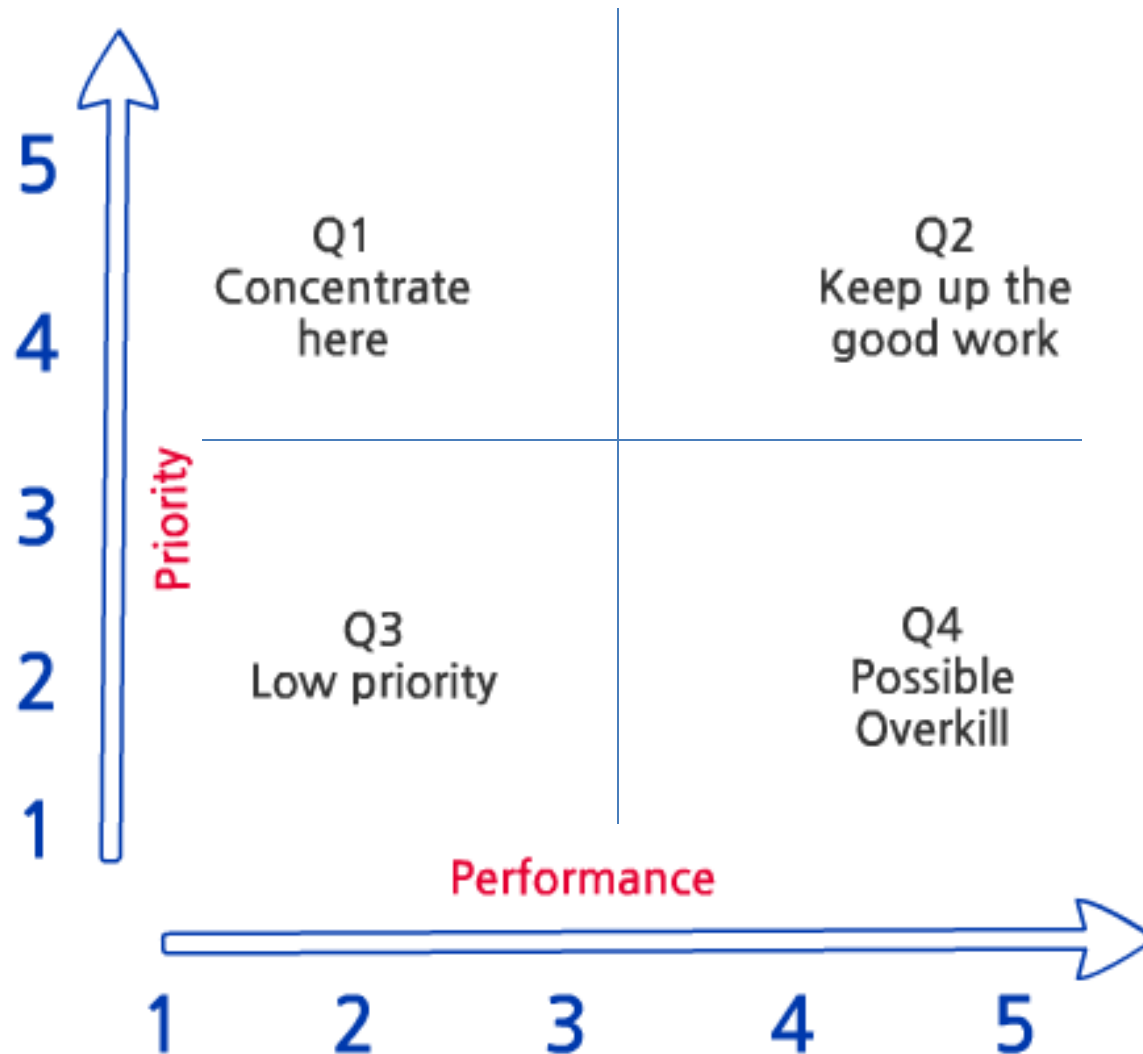
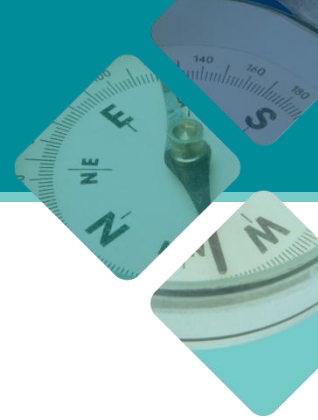
Rate from 1-5, 1 being the lowest and 5 being the highest

# Community Needs Analysis



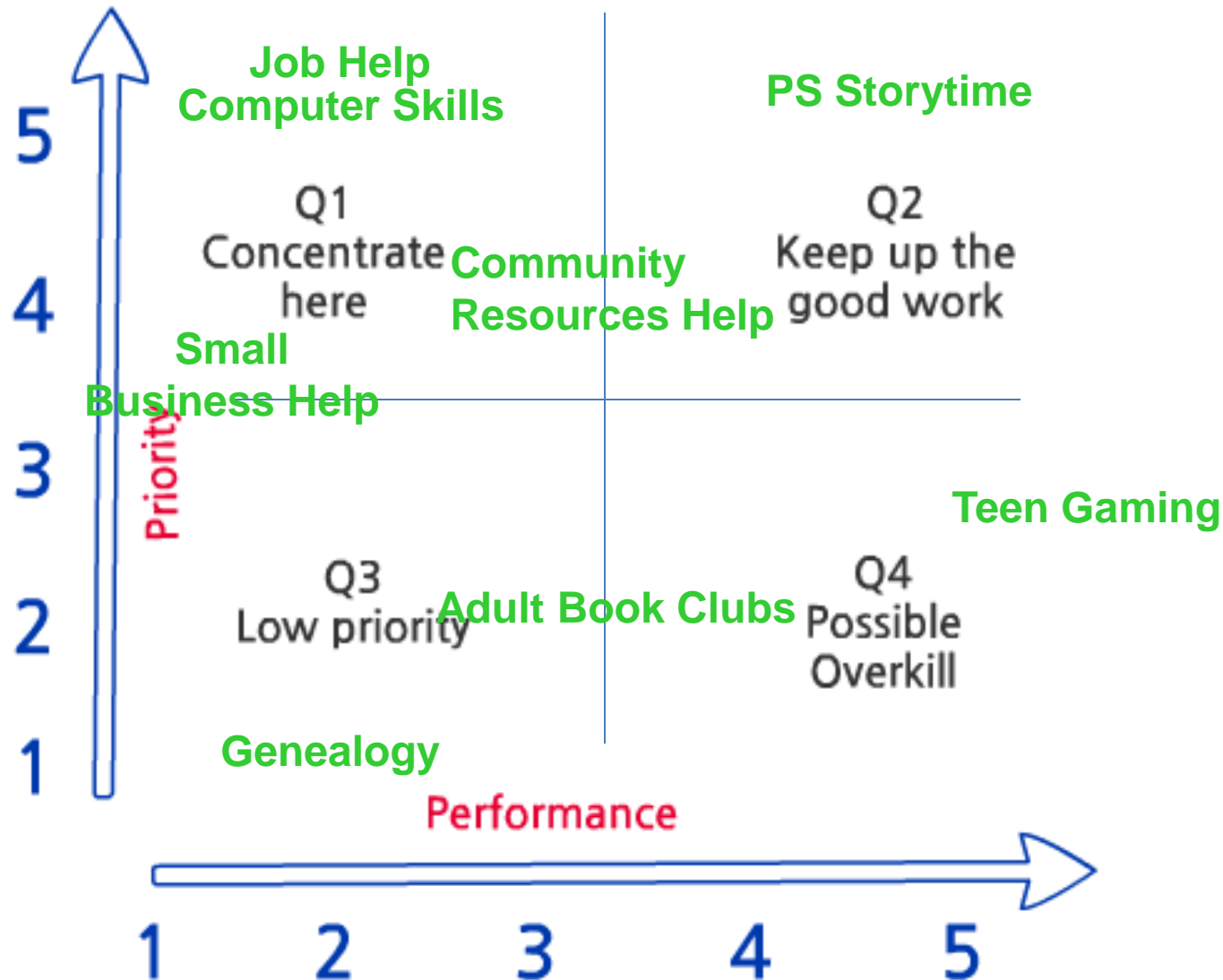
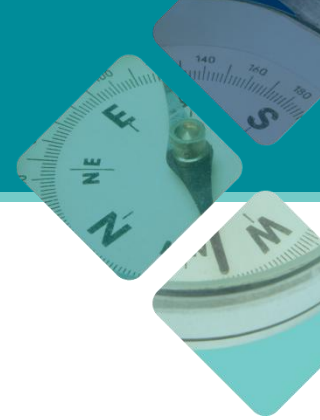
Service	Priority	Performance
PS Storytime	5	4
Adult Book Clubs	2	3
Teen Gaming Programs	3	5
Genealogy Help	1	2
Job Help	5	2
Small Business Help	4	1
Community Resource Help	4	3
Computer Skills	5	2

# Community Needs Analysis

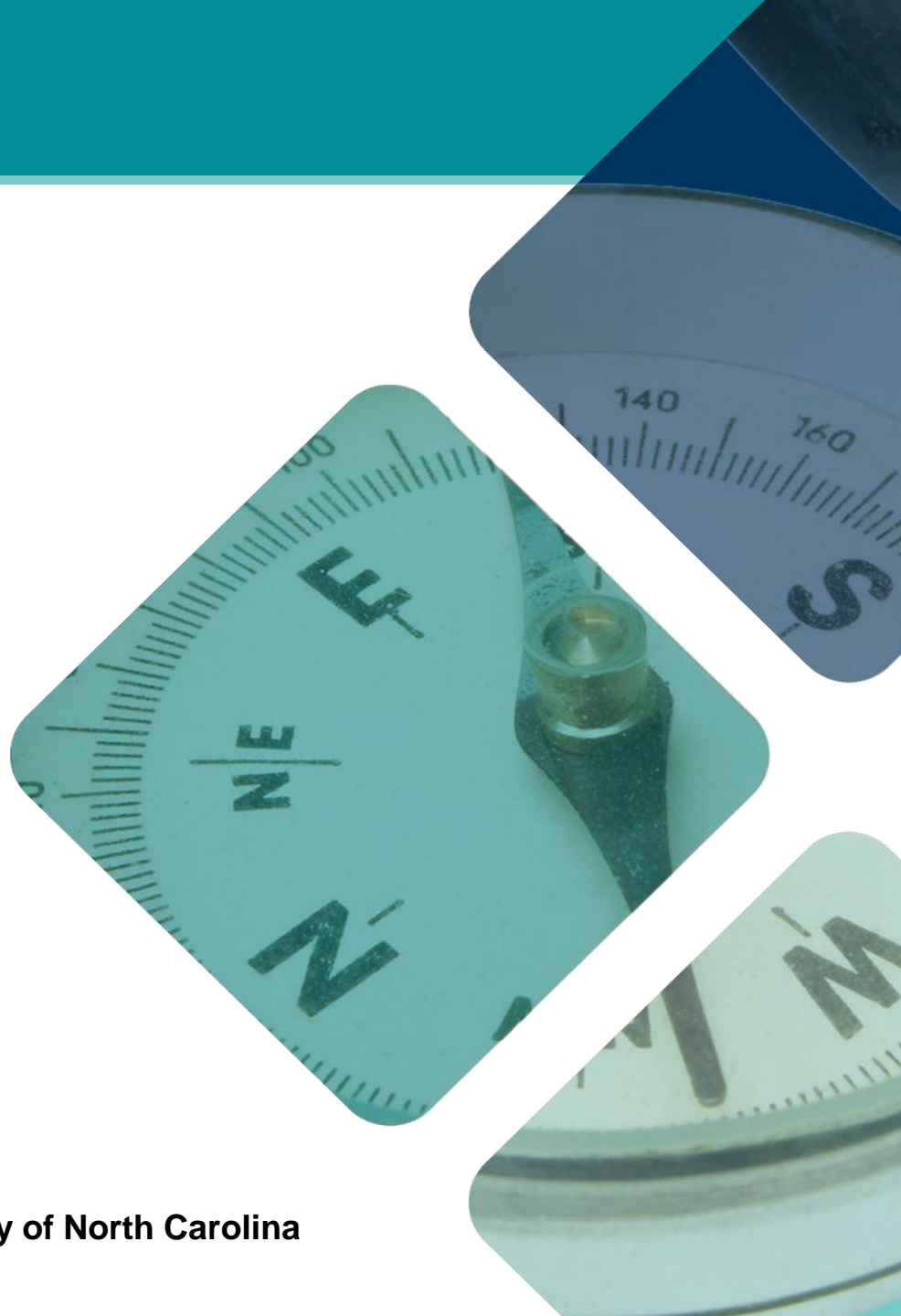




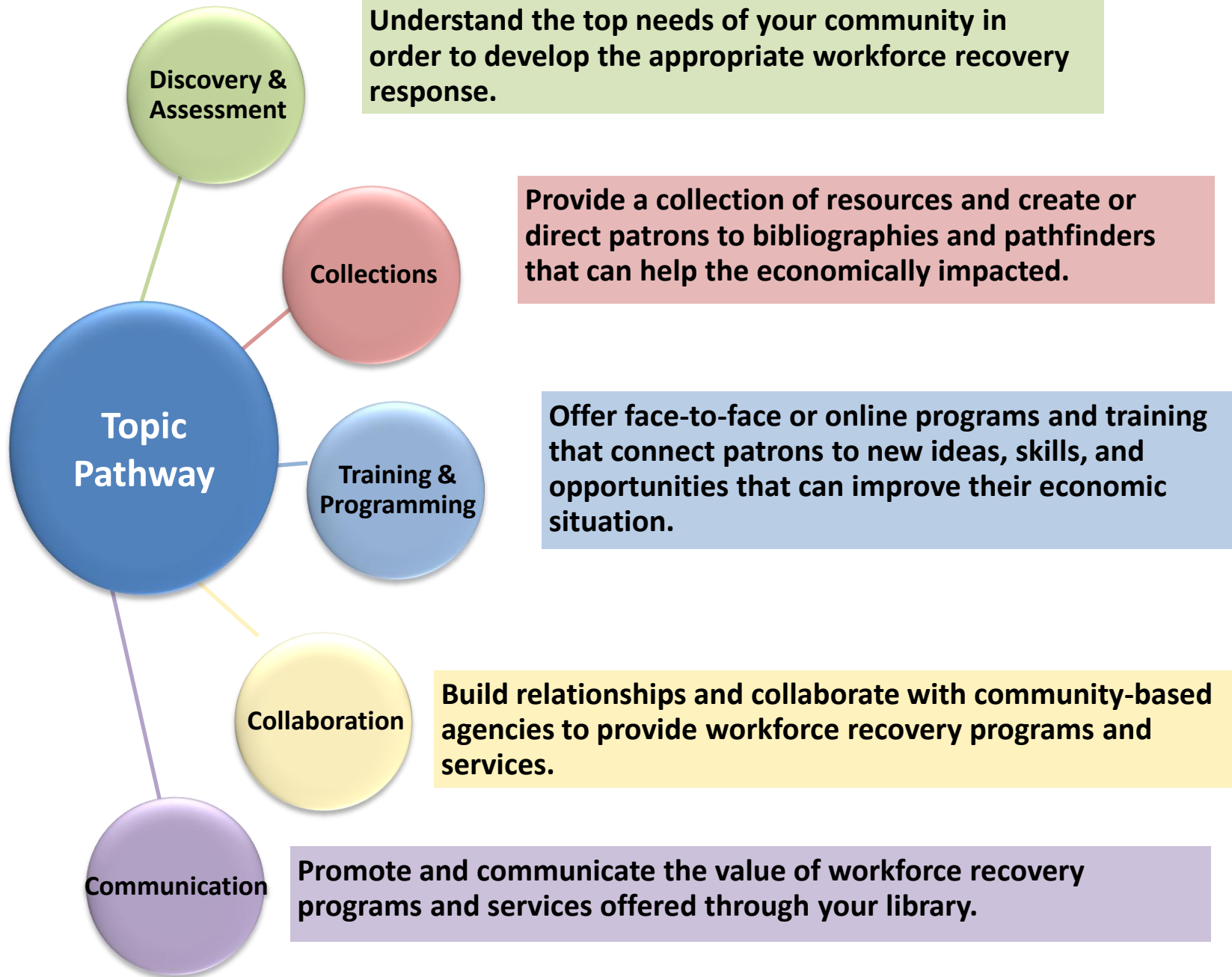
# Community Needs Analysis

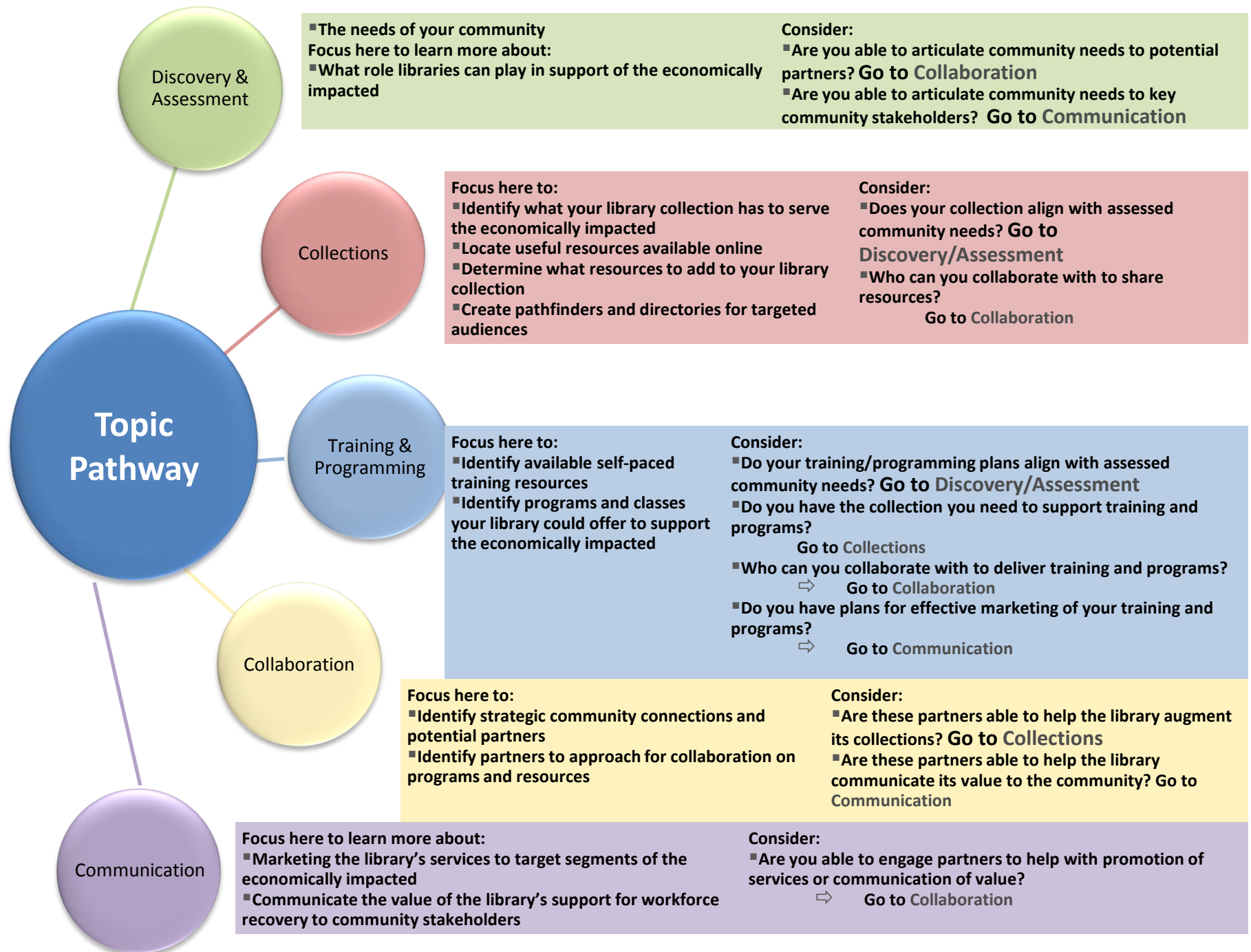


## Introduction to Project Compass Pathways



# 21<sup>st</sup> Century Skills





```
graph TD; A((Topic Pathways)) -.- B((Core Services)); A -.- C((Job Seekers)); A -.- D((Small Business)); A -.- E((Personal Finance));
```

# **Topic Pathways**

**Core  
Services**

**Job  
Seekers**

**Small  
Business**

**Personal  
Finance**



## Core Services

*Includes:* Understanding best practices for beginning services to help the economically impacted, identifying key service providers, providing basic computer skills, and building core partnership skills.

*Why is it important?* Many patrons lack core skills that will allow them to move forward toward economic success in the 21<sup>st</sup> Century, and many libraries need to take the first steps toward reaching the economically impacted.



## Job Seekers

*Includes:* Understanding unemployment data, types of unemployed workers & their needs, stages of the job search process, how to help job seekers, and how to connect with workforce development agencies and other partners to increase employment opportunities.

*Why is it important?* Many job seekers are relying on their public library for this support.



## Small Business

*Includes:* Understanding how small business builds local economies, how to build training and programs to support small businesses, how to connect patrons with resources for small business development and sustainability.

*Why is it important?* A community may need to create new businesses and job opportunities to support economic growth.



## Personal Finance

*Includes:* Understanding the impact of the economic downturn on personal financial stability; how to provide resources, training and programs on applying for social services, refinancing a mortgage, getting out of debt, etc.

*Why is it important?* The economic downturn impacts more than the unemployed, and many patrons need these additional resources and services.



```
graph LR; A((Topic Pathway)) -.- B[is a checklist of actions]; A -.- C[that allows the user to see]; A -.- D[what they have already accomplished]; A -.- E[and what they would like to focus on next];
```

## Topic Pathway

is a checklist of actions

that allows the user to see

what they have already  
accomplished

and what they would like  
to focus on next

# Small Business & Entrepreneurs Pathway

Discovery and Assessment	Resources to help you take action
<p><b>Focus here to</b></p> <ul style="list-style-type: none"> <li>The need</li> <li>How libra</li> <li>to workf</li> <li>Local, state or</li> <li>agencies available to provide support for local small business</li> </ul>	<p><b>Consider:</b></p> <ul style="list-style-type: none"> <li>Are you able to articulate small business needs to potential partners? ⇒ Look at <b>Collaboration</b></li> <li>Are you able to articulate small business needs to key community stakeholders? ⇒ Look at <b>Communication</b></li> </ul>
<p><b>Guiding question</b></p> <p>What do you know about the needs of the local business community?</p> <p><input checked="" type="checkbox"/> Understand how small business contributes to the strength of the local economy.</p>	<p><b>Remember to integrate other approaches</b></p> <ul style="list-style-type: none"> <li><a href="#">Economic Gardening overview</a> gives a brief summary of economic gardening and the potential role of libraries to support small business.</li> <li><a href="#">Growing Local Economies</a> is the website created by a librarian with expertise in economic gardening.</li> </ul>
<p>What can your library do to support local small business?</p> <p><input checked="" type="checkbox"/> Know how libraries can support local entrepreneurs and the development of small businesses.</p> <p><input checked="" type="checkbox"/> I know what my library has already done to support local business.</p> <p><input checked="" type="checkbox"/> I can identify at least one way that my library can increase its support.</p>	<p><b>Resources for each action</b></p> <ul style="list-style-type: none"> <li>Read <a href="#">Economic Gardening w/Public Librarians</a>, a blog post about the connection between economic gardening and public libraries.</li> <li>Read <a href="#">25 Ways Your Library Can Support the Small Business Community</a>.</li> <li>Listen to the webinar archive of <a href="#">How to Make Your Library Entrepreneur-Friendly</a>, webinar #1 in Libraries and Economic Development series, which covers basic ideas and strategies.</li> </ul>
<p>What local, state or national agencies are available to provide support for local small business?</p> <p><input type="checkbox"/> I am able to connect patrons with state and local agencies and organizations that provide support for entrepreneurs and small business.</p>	<p>Start with national agencies that may have local offices:</p> <ul style="list-style-type: none"> <li>U.S Small Business Administration (<a href="#">SBA.gov</a>) has local offices across the country.</li> <li><a href="#">SCORE</a> is a non-profit organization offering free help and advice.</li> <li>Small Business Development Center (<a href="#">SBDCNet.org</a>) has a local SBDC locator.</li> </ul>

# Small Business & Entrepreneurs Pathway

Training and Programming	Resources to help you take action
<p><b>Focus here to:</b></p> <ul style="list-style-type: none"> <li>Identify available self-paced training resources for entrepreneurs</li> <li>Identify programs and classes your library could offer to build skills and knowledge for entrepreneurs and small business</li> </ul>	<p><b>Consider:</b></p> <ul style="list-style-type: none"> <li>Do your training/programming plans align with assessed small business needs? ⇒ Look at <b>Discovery/Assessment</b></li> <li>Do you have the collection you need to support training and programs for small business and entrepreneurs? ⇒ Look at <b>Collections</b></li> <li>Who can you collaborate with to deliver training and programs? ⇒ Look at <b>Collaboration</b></li> <li>Do you have plans for effective marketing of training and programs? ⇒ Look at <b>Communication</b></li> </ul>
What programs or classes can my library offer to build skills and knowledge for entrepreneurs?	
<p><input checked="" type="checkbox"/> I connect patrons to free, good quality offerings for self-directed online training on topics of interest to entrepreneurs.</p>	<ul style="list-style-type: none"> <li>SBA's <a href="#">Online Small Business Training</a></li> <li><a href="#">BizLaunch</a> offers free webinars for entrepreneurs</li> <li><a href="#">IRS.gov</a> offers virtual small business seminars from <i>The Wall Street Journal</i>.</li> </ul>
<p><input type="checkbox"/> I am aware of what programs and services other libraries provide for entrepreneurs.</p> <p><input type="checkbox"/> I can identify at least one program idea that we could offer at my library.</p>	<ul style="list-style-type: none"> <li>The <a href="#">Small Business Notes</a> site describes programs by public libraries.</li> <li>Look at the <a href="#">events calendar</a> for the New York Public Library's <a href="#">Small Business resource center</a>.</li> <li>Read about the <a href="#">Power Up program</a> at Brooklyn Public Library, which provides help for business start-ups.</li> <li>Provide information about local community colleges offerings of classes on starting a small business; instructors may be willing to deliver seminars at the library.</li> </ul>
What programs and services could my library offer that connect entrepreneurs to new ideas and opportunities?	
<p><input type="checkbox"/> I am able to research and connect entrepreneurs to new ideas and opportunities.</p>	<ul style="list-style-type: none"> <li>Follow entrepreneurial blogs like <a href="#">Small Business Trends</a>.</li> <li>Research new developments in small business and connect entrepreneurs to articles like <a href="#">Kiva brings Microlending Home to the US</a> or <a href="#">PieLab</a>.</li> </ul>
<p><input type="checkbox"/> I inform entrepreneurs about the use of social media</p>	<ul style="list-style-type: none"> <li><a href="#">Entrepreneur Connect</a> is an online networking site for business people;</li> </ul>

Remember that these actions are interconnected with all the other approaches



# Small Business & Entrepreneurs Pathway

## Discovery and Assessment

## Resources to help you take action



### Growing Local Economies

Training • Consulting • Research

## 25 Ways Your Library Can Support the Small Business Community

1. Offer library space for business meetings, workshops and community programs.
2. Sponsor business workshops in your library.
3. Include a business link on your library's home page.
4. Build a basic business collection.
5. Provide essential business reference databases.
6. Train library staff to identify and answer basic business reference questions
7. Post "entrepreneur friendly" signs in your library.

support local business.

☐ I can identify at least one way that my library can increase its support.

Listen to the webinar archive of [How to Make Your Library Entrepreneur-Friendly](#), webinar #1 in Libraries and Economic Development series, which covers basic ideas and strategies.

# PROGRAMS FOR JOBSEEKERS

- ✗ JobNow workshops
- ✗ One on one tutorials:
  - + Email setup
  - + Facebook/LinkedIn
  - + Twitter
  - + Basic computer skills
- ✗ CT DOL Career Express Bus

THE Henry Carter Hull  
LIBRARY



# Core Services Pathway

Use the Resources to help you take action.

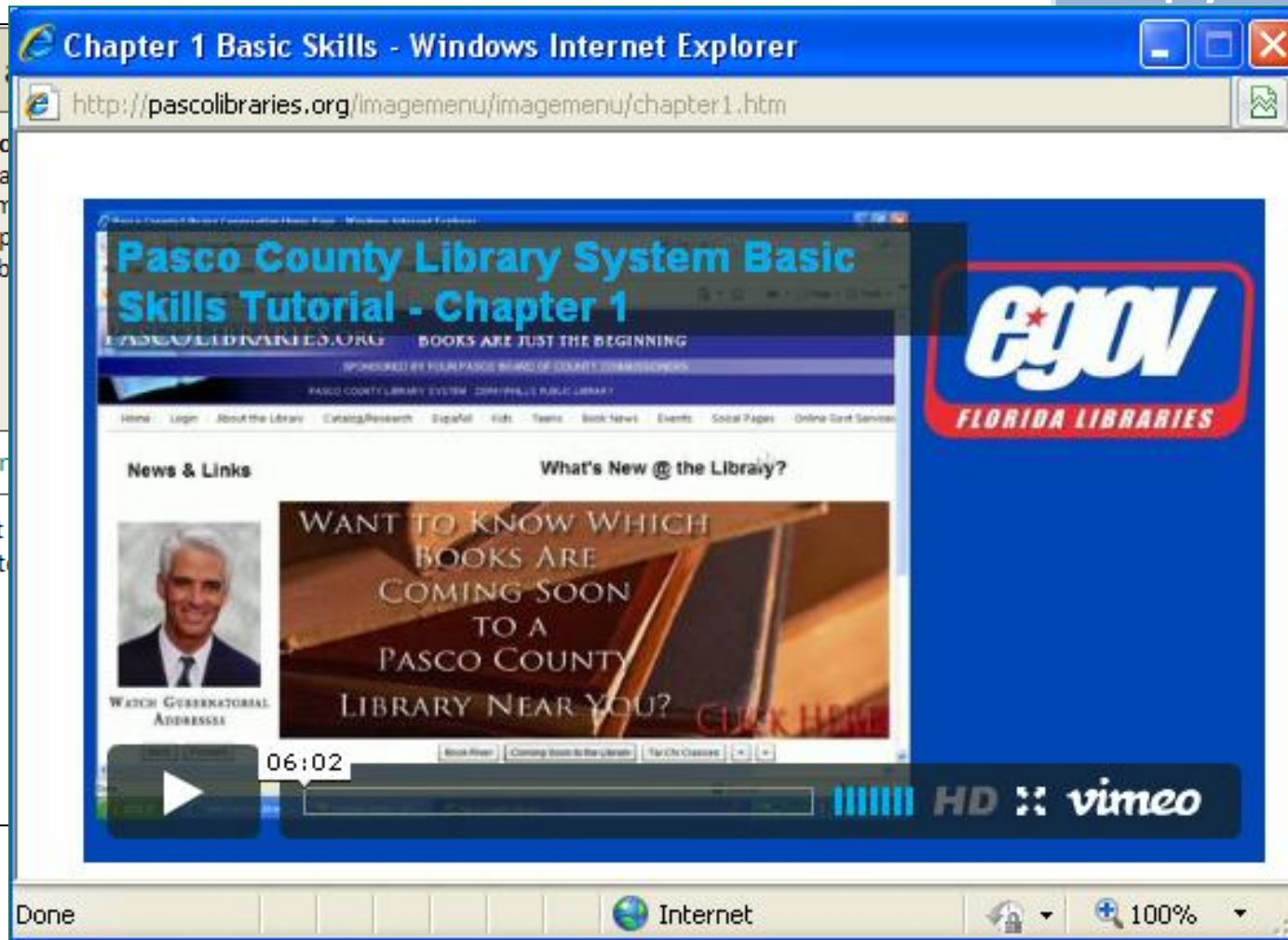
## Training

### Focus here to

- Identify a basic com
- Identify p to build b

### What trainin

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# Personal Financial Skills Pathway

**Collection**

**Focus here to**

- Identify v collection
- Identify v financial l

**What do you**

☐ My library financial litera

☐ My library resources

☒ I am famil

☒ I am able to p

☒ I have cre

community agencies' resources for financial education.

New York Public Library

Home

**Using the Library**

Locations and Hours

Find Books, DVDs & More

Classes, Programs & Exhibitions

Blogs, Videos & Publications

Support the Library

Ask NYPL

Home > Using the Library > Getting Oriented > Financial Literacy Now: New York

## Financial Literacy Now: New York

Campaign for Financial Literacy

**Online Financial Resources**

**General Literacy and Education Sites**

- [www.wiseupwomen.org](http://www.wiseupwomen.org)  
Basic Classes in Banking, Savings and Credit concepts
- [www.360financialliteracy.org](http://www.360financialliteracy.org)  
Everything you need to understand about your finances and did not know who to ask
- [www.investoreducation.org](http://www.investoreducation.org)  
A portal to all of the best finance and investing sites, searchable by topic of interest. Index of latest papers is visible on left hand column
- [www.investopedia.com](http://www.investopedia.com)  
Dictionary of all investment and financial terms. A great place to start
- [www.finrafoundation.org/sai/](http://www.finrafoundation.org/sai/)  
Military Financial Education, information on a wide variety of topics including credit management and duty station changes.
- Project and Save and Invest 55+ reduce the incidence of investment fraud

Financial Literacy Now

Your Exchange for Financial Learning

Resources to action. online explore have

financial support.

website for list of online



# WebJunction.org

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## TOP STORY

### Summer Reading Program Plans Are Underway

It takes time and planning to host a successful summer reading program, so libraries begin to prepare for this perennially popular activity in the wintertime. This month we've got examples from many libraries of how they approach summer reading. Watch [this presentation](#) of efforts in 4 different states, and then attend the [February 15 webinar](#) for more examples of library programs. You can also learn more about the impact of reading initiatives, get helpful handouts and find additional resources from [this review](#). Please add your own examples and resources on Summer Reading to the Programming page for the benefit of your peers.



[Go to Programming »](#)

## My Account

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## Quick links



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[Groups](#)

[Discussions](#)

[TechAtlas](#)

[Competencies](#)

[Webinars](#)

[Library Listservs](#)

## Communities of Practice

[Workforce Resources](#)

[Spanish Language Outreach](#)

## FEATURED RESOURCES



### Facebook for TechnoSeniors

Use this lesson plan and sample handouts provided by Community Technology Centres to create a workshop to help interested patrons set up a Facebook account, adjust their privacy and contact settings, find friends, and post content.

[Go to resources »](#)



### Library Websites Group

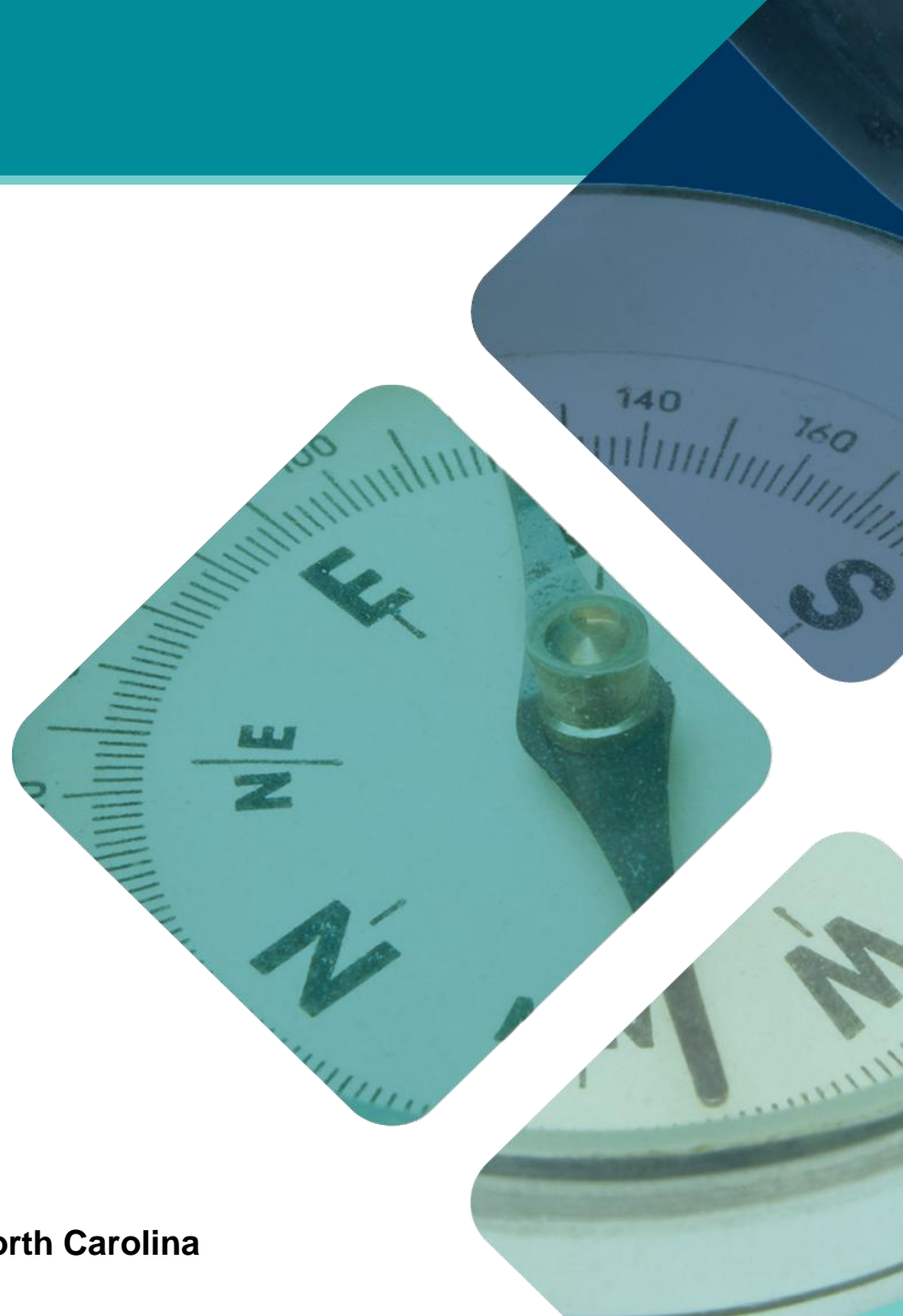
A new group has formed to discuss the latest experimental project from OCLC Innovation Lab, that would provide a template-based web presence for small libraries and similar institutions. Go to the group page to learn more, and join if you'd like to participate in the discussion.


[Go to group page »](#)



### New Courses on Microsoft Office 2010 Basics

# Workforce Resources on WebJunction





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Customer Service & Interpersonal Skills

Information Services

Library Type

Outreach

Patron Training

Populations Served

Programming

Readers Advisory

Technical Services

**Workforce Resources**

Financial Literacy

Job Seekers

Small Business & Entrepreneurs

Project Compass

Related Groups

Group Name: [Group: Libraries and](#)

[Library Services](#) » [Workforce Resources](#)

## Workforce Resources

Overview


Documents

Discussion

### News and Events

#### Jobs and Small Business Webinar Series

- January 27 (archive) [Understanding Unemployment Insurance](#)
- April 20 [Working With Your Workforce Center](#)



You will get a job

They need you.

### Key Resources

- ▶ [Guide to WebJunction Workforce Resources](#)
- ▶ [Library Web-Based Directories](#) guiding patrons in hard times
- ▶ [Webinar Archives](#) and [Videos](#) related to economic recovery

### New Resources

Listed below are the most recently posted resources. [Browse all documents](#) »

My Account

Username

Password


Remember Me ☐


[\[Create Account\]](#)

[\[Forgot Password\]](#)

PLEASE TAG WITH #LIB54JOB5

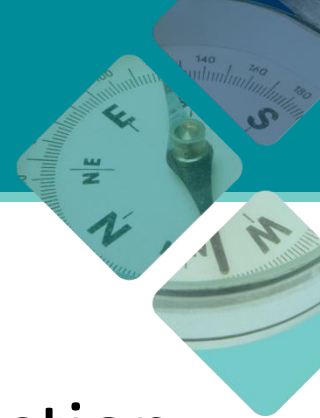
**Libraries and Workforce Recovery**

 WebJunction For Unemployed, Length, Scale of Job Search Affects Wellbeing (Gallup) <http://bit.ly/gCWC1W> 8 hours ago · reply

 WebJunction Gallup Finds U.S. Unemployment Lifting 10-20% in

See the **Member Center** for additional information on setting up an account and contributing to discussions and documents.

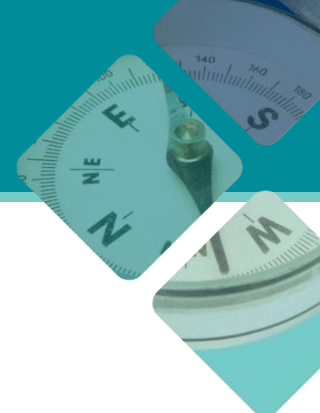
# Project Compass Pathways on WebJunction




Digital version of each pathway on WebJunction with links live to all resources

- Core Services
- Job Seekers
- Small Business and Entrepreneurs
- Personal Finance

# Pathway to Personal Financial Skills

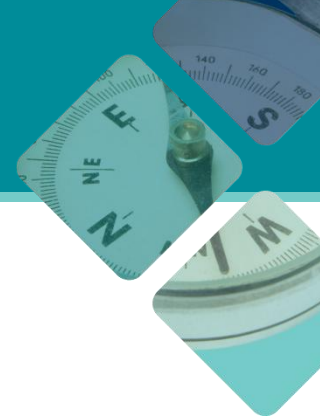


	Type	Title	Status	Posted By
Readers Advisory	docx	*Pathway to Personal Financial Skills		
Technical Services	doc	Pathway of approaches, actions and ideas for library staff to pursue to increase the personal financial skills of patrons. Attachments: printable Word doc and docx		
Workforce Resources				
<b>Financial Literacy</b>				
Job Seekers				
Small Business & Entrepreneurs				
Project Compass				

Collaboration	Resources to help you take action
<p><b>Focus here to:</b></p> <ul style="list-style-type: none"> <li>Identify strategic community connections and potential partners</li> <li>Build relationships and develop partnerships with community-based agencies to augment financial literacy services and programs</li> </ul>	<p><b>Consider:</b></p> <ul style="list-style-type: none"> <li>Are these partners able to help the library augment its collections?                             <ul style="list-style-type: none"> <li>Look at <b>Collections</b></li> </ul> </li> <li>Are these partners able to help the library communicate its value to the community?                             <ul style="list-style-type: none"> <li>Look at <b>Communication</b></li> </ul> </li> </ul>
What partnerships can my library develop with community-based agencies to increase financial literacy?	
<p>(For basic partnership information, see Core Pathway.)</p> <p>I have identified local and state agencies that my library can work with to provide financial education.</p> <p>I have identified a list of other potential partners to approach, including non-traditional choices.</p>	<ul style="list-style-type: none"> <li>The FDIC <a href="#">Community Affairs Officers</a> provide assistance in identifying organizations interested in partnerships to provide financial education.</li> <li>Scroll to Partner Organizations to see the long list of collaborators in the <a href="#">Nebraska Financial Education Coalition</a>.</li> </ul>
I have identified and approached appropriate partners to implement financial education programs or services.	<ul style="list-style-type: none"> <li>The Memphis Public Library (TN) lists local agencies that offer <a href="#">Credit Counseling/Money Management</a>.</li> <li><a href="#">Library program promotes financial education in area</a> describes a variety of partners that the Washington-Centerville Public Library is working with to deliver a Money Sense series.</li> </ul>
Communication	Resources to help you take action
<p><b>Focus here to learn more about:</b></p> <ul style="list-style-type: none"> <li>Marketing the library's financial literacy services</li> <li>Communicating the value of the library's support for community</li> </ul>	<p><b>Consider:</b></p> <ul style="list-style-type: none"> <li>Are you able to engage partners to help with promotion of services or communication of value?</li> </ul>

# Growing Workforce Resources



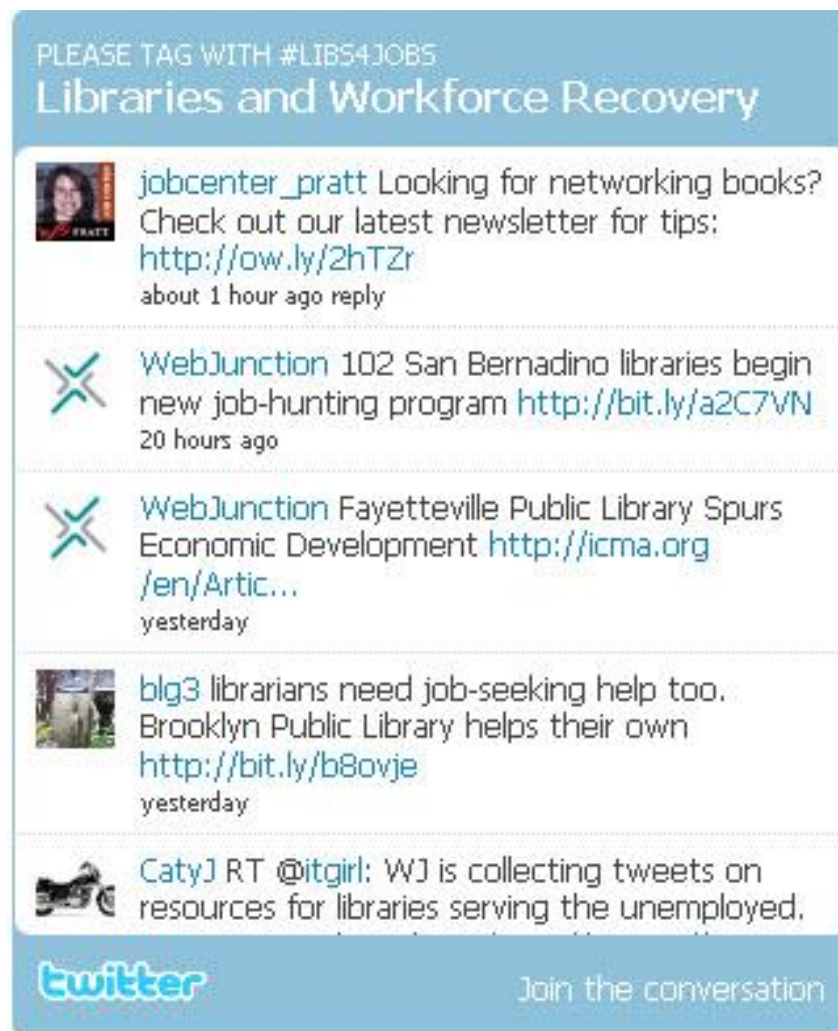
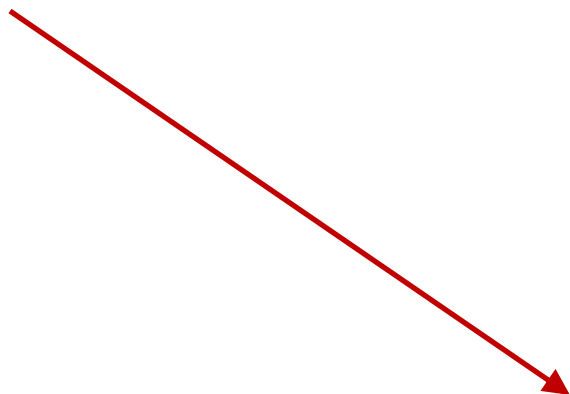
National community continues to contribute to:

- Resources
- Templates
- Questions/Answers
- Webinars
- Twitter #libs4jobs

No contribution or question is too small...all are welcome!

# Twitter hashtag #libs4jobs

**You**  
can tweet to  
this hashtag!



See also [archive](#) of these tweets.



# Stay Involved

## On WebJunction

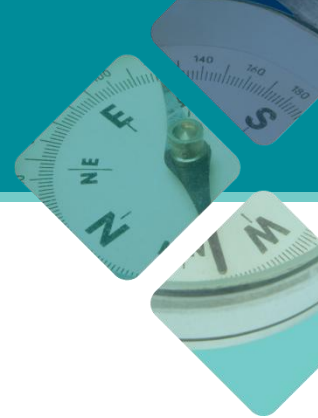
[webjunction.org/workforce-resources](http://webjunction.org/workforce-resources)

## Events

[webjunction.org/events/webinars](http://webjunction.org/events/webinars)

## Questions?

[info@webjunction.org](mailto:info@webjunction.org)



# Capital Area District Library

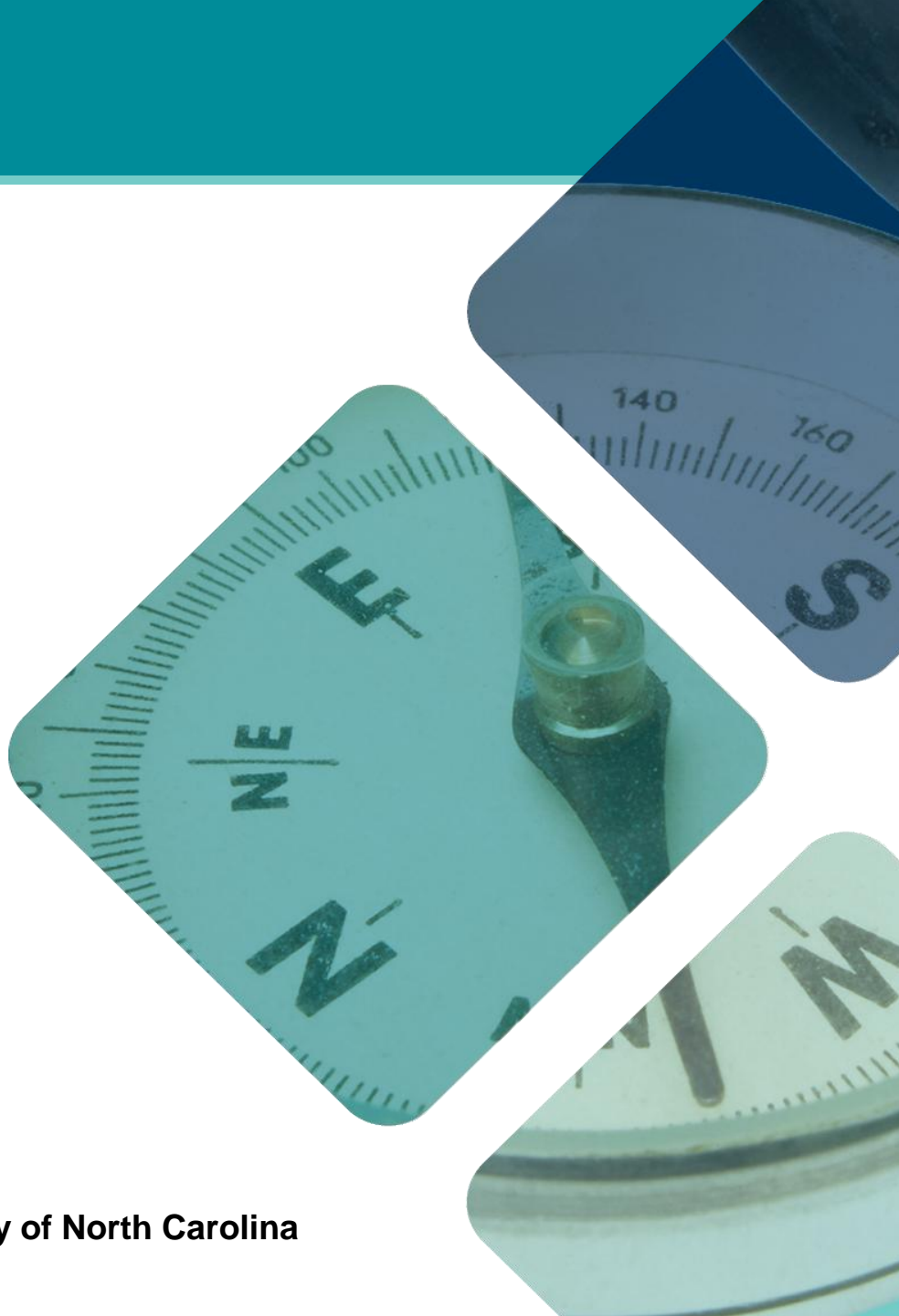
**Eunice Borrelli**

**Lisa Wiley-Parker**

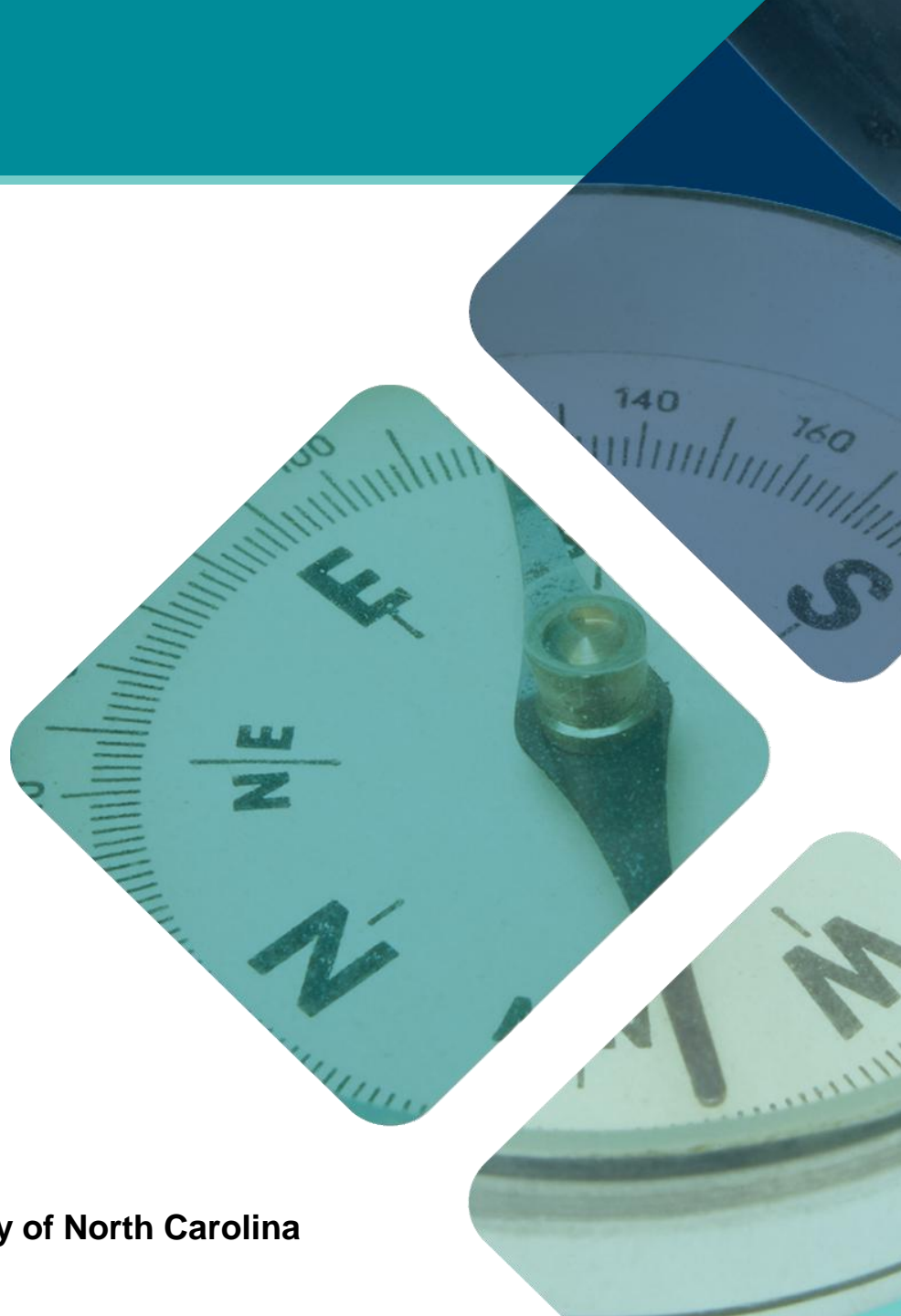
**Liz Breed**



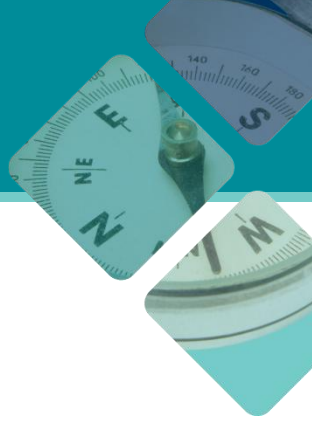
State Library of North Carolina



# Michigan Public Libraries



# Today's Library Panelists



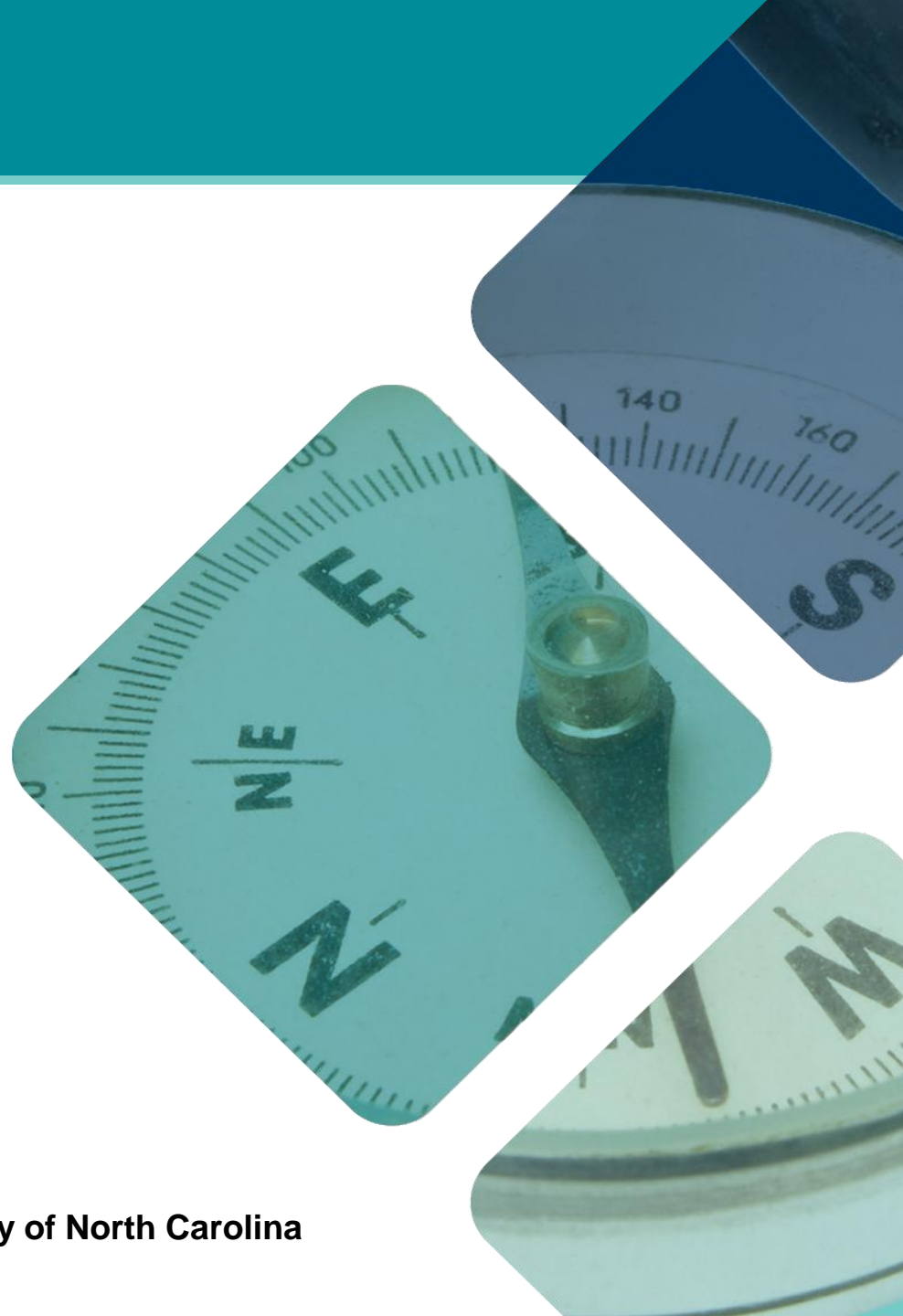
**Adrian Public Library – Director, Carol Souchock**

**Portage District Library – Business Librarian, Nicolette Sosulski**

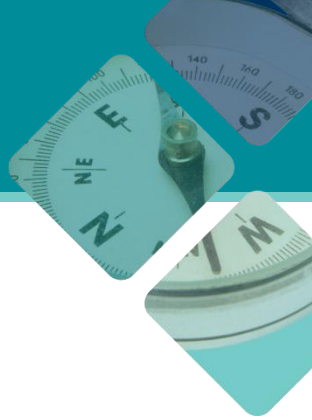
**Independence Township Library – Director, Julie Meredith**

**Brighton Township Library – Director, Nancy Johnson**

# State Workforce Development Agencies



# Today's Workforce Panelists



**Michigan Rehabilitation Services - Jean Williams**

**Bureau of Workforce Transformation Rapid Response -Lloyd Conway**

**Michigan Works - Robert Straits**

**Veteran's Services, DELEG - Carmela Buchanan**

**Adult Education Services, DELEG – Patricia Higgins**

**Unemployment Insurance Agency – Darla Harper**

**Michigan Talent Bank, DELEG – Henry Christian**



Job & Career  
**Accelerator**<sup>™</sup>

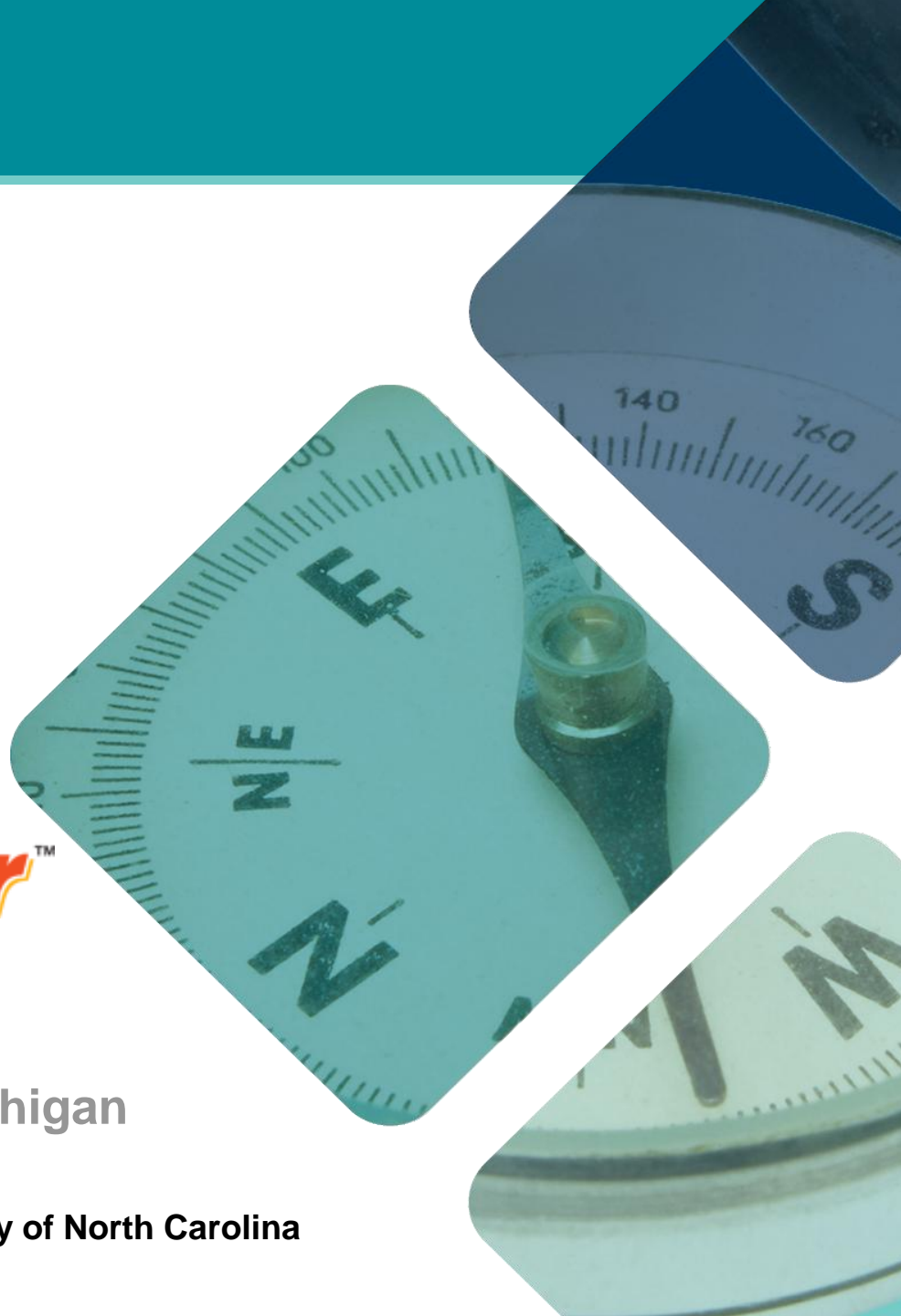
Deb Biggs-Thomas, Library of Michigan



WebJunction<sup>™</sup>

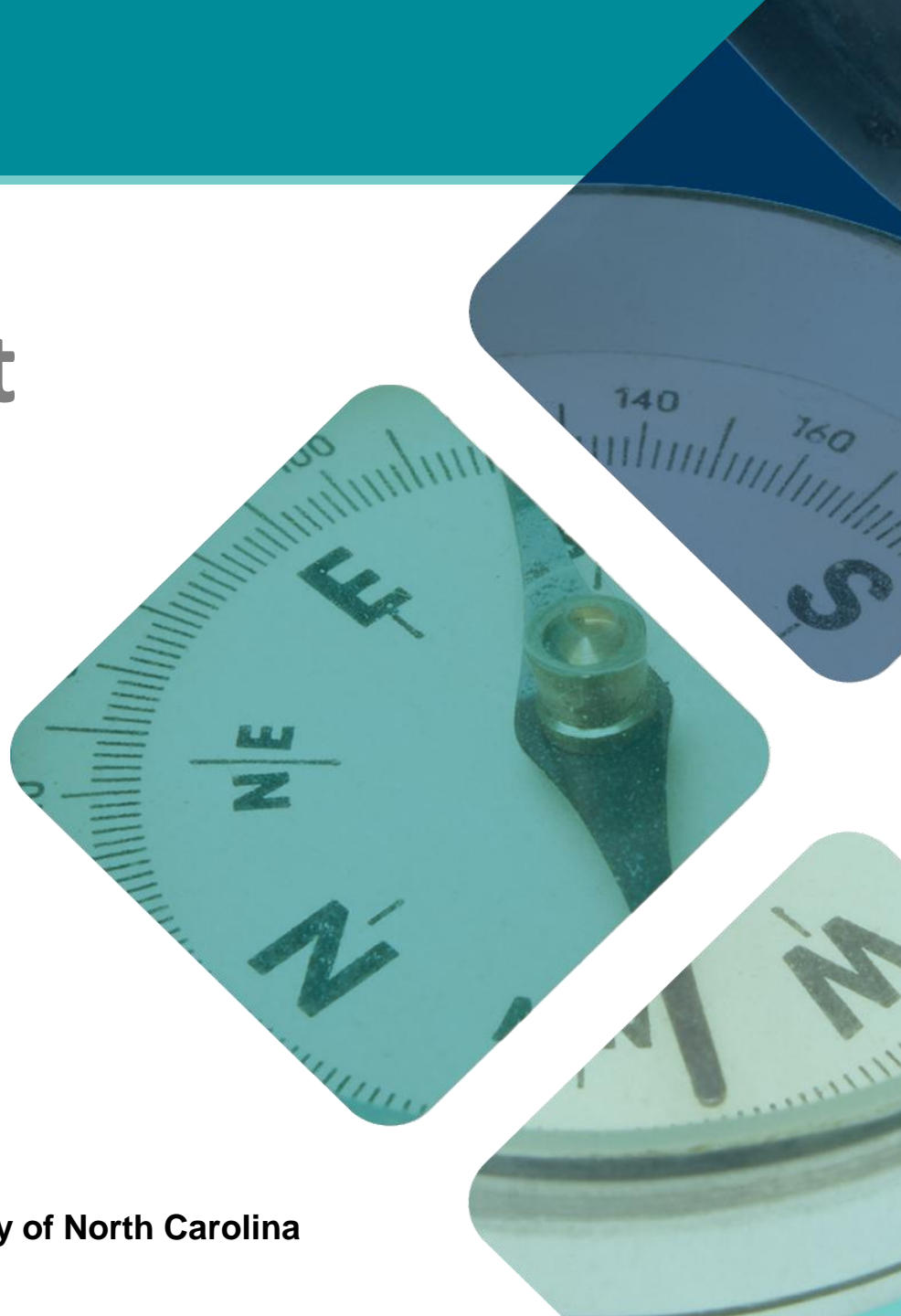


State Library of North Carolina

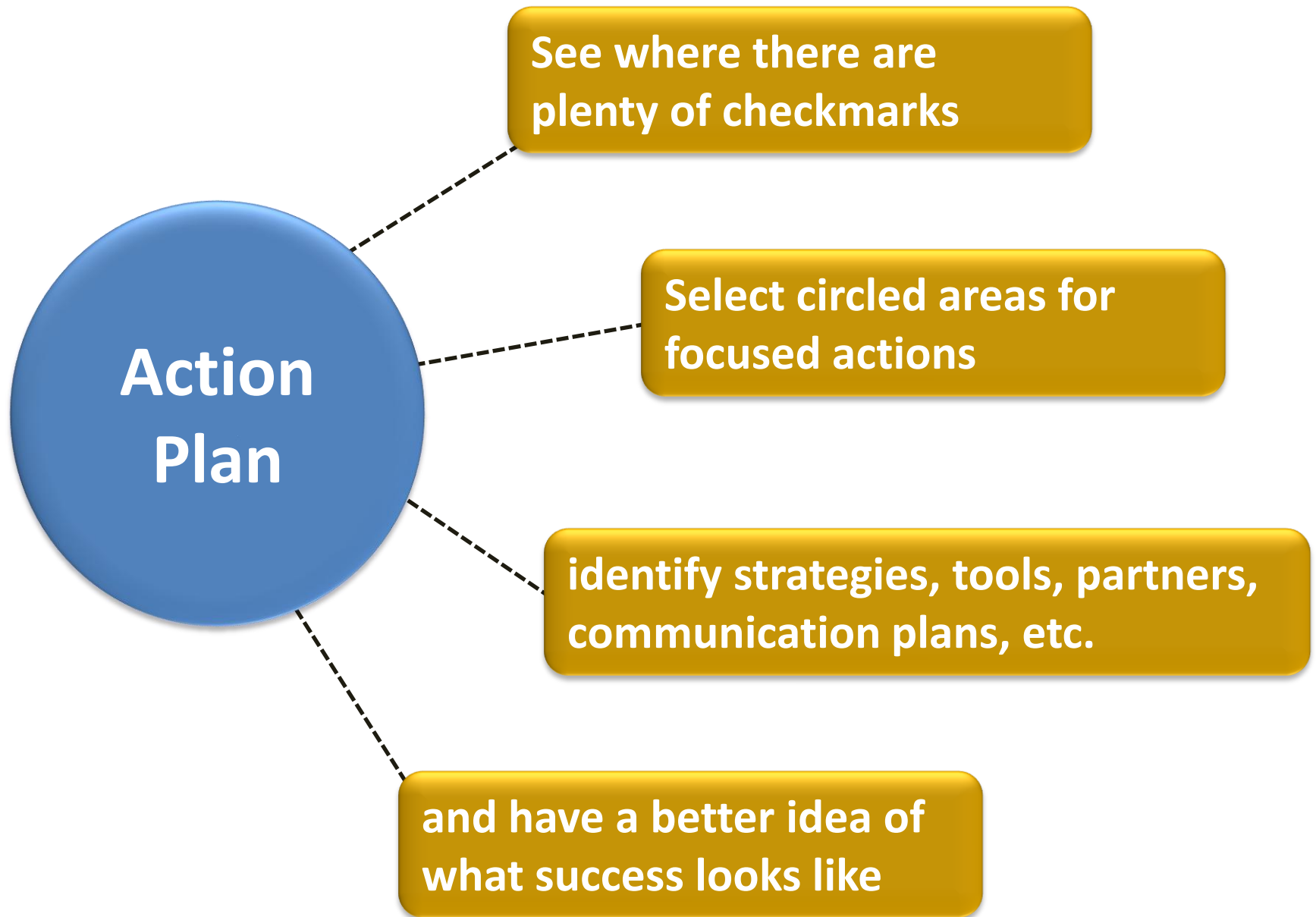




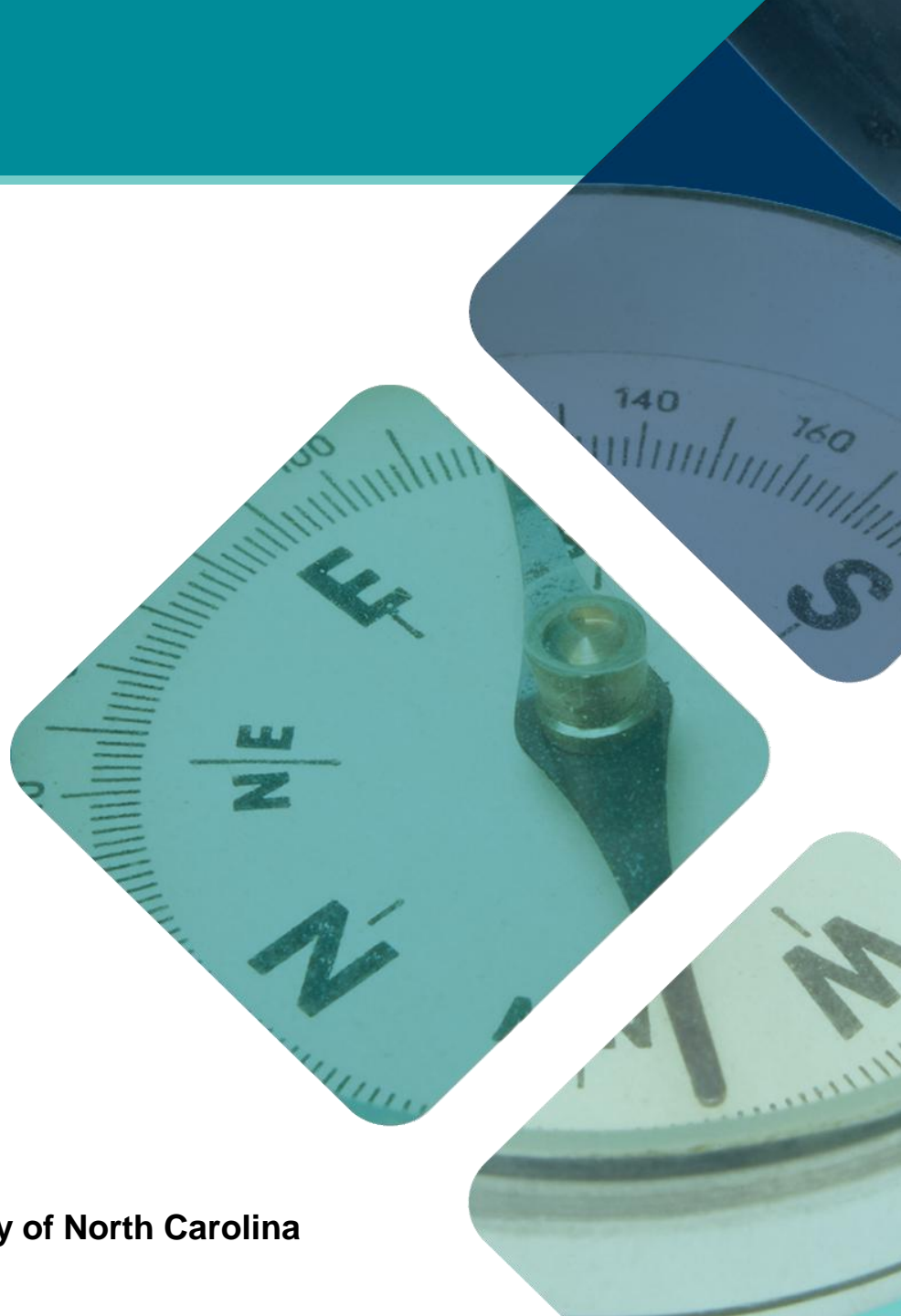
# Choose Your First Step



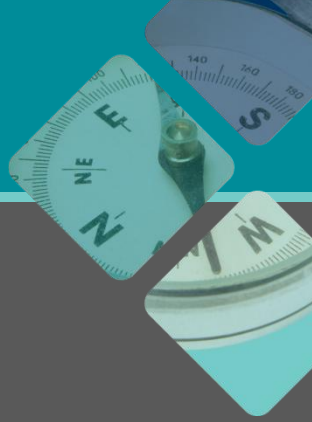




# Staying Sane



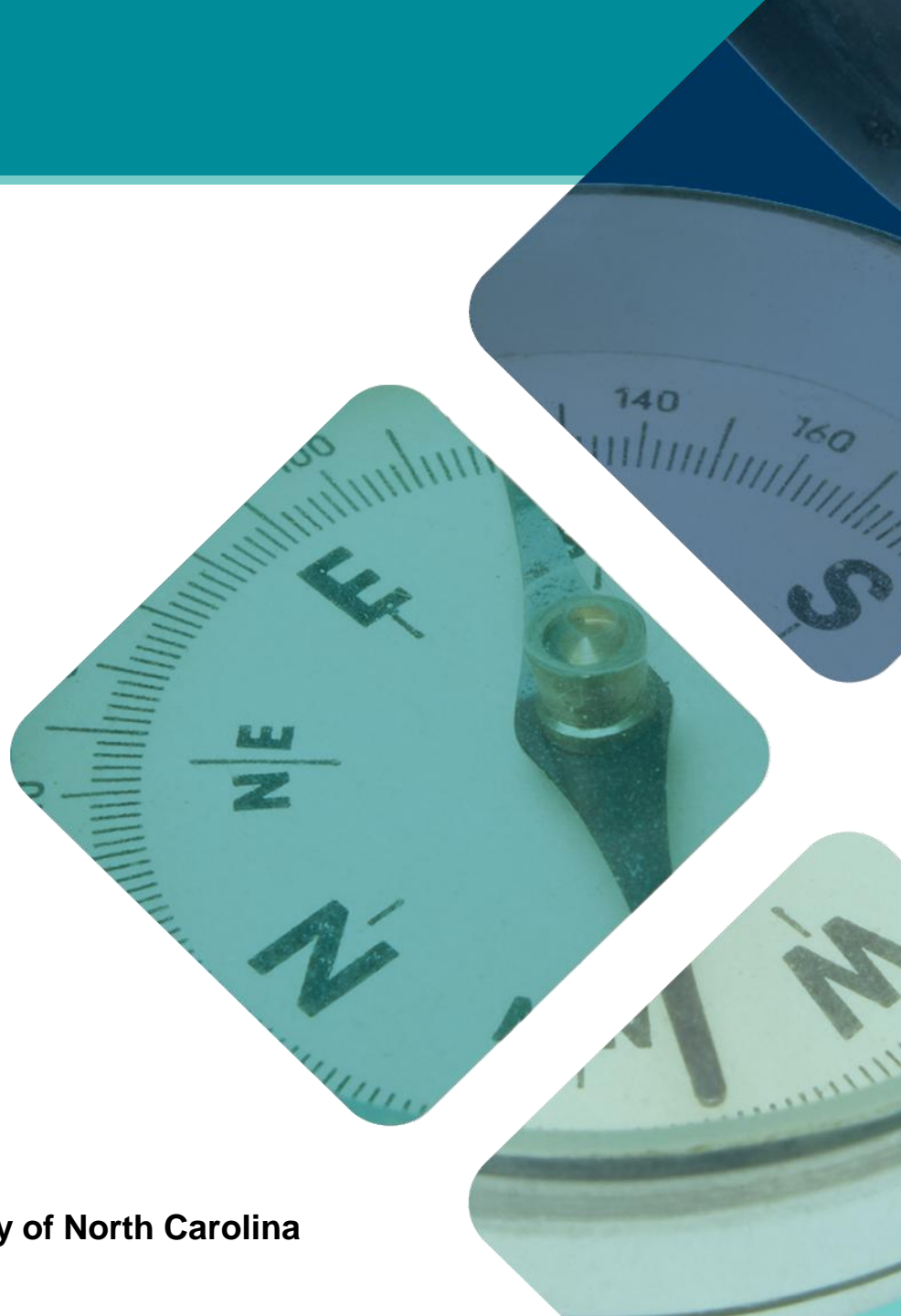
# Staying Sane



**Ensuring YOU  
stay sane**

**Helping patrons  
stay sane**

# Evaluation & Reimbursement Forms



# Thank you!

